



Our
51st
Christmas
Toy
Celebration

The Wonders of Macy's Toy World To Be Revealed To-morrow--Friday

Our 51st Christmas Toy Celebration.

Toys the Child's First Text Book.

With eagerness and joy the boys and girls of New York will assemble in a multitude to view the fascinating displays, just as parents and grandparents have done for over half a century.

Grown folks even to-day remember the joyous frolics they had when as children they were delighted and instructed by Macy's Christmas Toy Celebrations. Parents will recall those days as their children's eyes sparkle and dance at to-morrow's opening.

Santa Claus is a great teacher, with playthings for his text book and the nursery for his school. From the simple little playthings children learn their first lessons—the ones they love the most and remember the longest.

This Toy Text Book is learned by heart without effort or thought during the dearest and sweetest hour of life's childhood days. You can choose from our world of toys little gifts to make these days and the recollection of them happy and helpful for your boy and girl.

A Fine Talking Machine, and 12 Disc Records, \$16.89

WITH this new improved "Imperial Princeton" Machine we count this the best combination offering of Machine and Records. The Records are our "Nassau" 10-inch discs, the twelve to be your selection from a list of over 270, embracing all the latest popular, comic, grand opera, banjo, violin, cornet, orchestra and band titles.

The Talking Machine is fitted with new style flower horn—a great Morning Glory shape, with full 19-inch bell, enamelled in red and blue and striped with gold. The motor of the machine has the latest model start-and-stop device and speed regulator and can be rewound while playing.

If more than a dozen "Nassau" Records are desired they may be had for 39c. apiece. Other Talking Machines in regular stock ranging in price from \$2.44 up to \$100.00.

New "Nassau" Records at 39c

Ten-inch Disc Records, that may be used on all Disc Machines. They are the only strictly up-to-date 10-inch Disc Records you can buy for less than 60c. apiece. To our splendid list of 260 titles we have added the following:

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| C.61—Roses Bring Dreams of You (Baritone Solo—Madden). | C.67—The Lost Chord (Baritone—Turner). |
| C.62—Just Some One (Madden). | C.68—Vilanelle (Soprano—Elizabeth Wheeler). |
| C.63—Sometime (Madden). | C.69—Mary of Argyle (Tenor Solo—Wm. Wheeler). |
| C.64—Don't Take Me Home (Baritone—Collins). | C.70—Oh, That We Two Were (Soprano and Contralto Duet—Wheeler and Patterson). |
| C.65—Mandy Lane (Collins and Haslam). | C.71—Dill Pickles (Banjo Solo). |
| C.66—Take Plenty of Shoes (Baritone—Collins). | C.72—Sweet Birdie (Piccolo Solo). |

EXCHANGE YOUR OLD "NASSAU," VICTOR, COLUMBIA OR ZONOPHONE RECORDS FOR NEW "NASSAU" RECORDS.

We will allow 30c for one old ten-inch Record of any of the above makes on a purchase of three "Nassau" Records.

We Carry a Full Line of Victor Single and Double Records and Columbia Double Disc Records.

Complete List of Indestructible Cylinder Records, including the December list, on sale.

"Right Shape" Shoes—For Misses and Children, Shoes of special design—made over lasts designed expressly for us by an expert who has made a life study of juvenile footwear. In keeping with the attention paid to the shapes of such footwear—the leather and shoemaking. You have never seen, in Misses' and Children's Shoes, better materials or better workmanship. Withal, they sell for as little or less than ordinary Shoes command in other stores.

DOLLS

\$1.50 Dolls, 98c—Macy's Special; one of the very best Doll values ever offered; 22 inches high, full jointed body, bisque head, open mouth with pearly white teeth, moving eyes and silky wig; shoes and stockings.

Dressed Dolls, 24c to \$43.74
Jointed Dolls, 24c to \$9.74
Kid Body Dolls, 29c to \$6.40
Celluloid Dolls, 24c to \$2.97
Rag Dolls, 24c to \$4.56
Stockinnet Dolls, \$2.79 to \$6.89
Dressed Baby Dolls, \$2.08 to \$11.74
Miniature Dressed Dolls, 24c to 98c
Dolls' Hats, 24c to \$2.49
Dolls' Jewelry, 14c to \$2.97
Dolls' Auto Cars, 98c to \$1.89
Dolls' Wardrobes, 98c to \$14.74

TOYS

Magic Lanterns, 98c to \$14.74
Cinematographs, \$3.89 to \$21.74
Steam Engines, 98c to \$13.49
Railway Outfits, 98c to \$32.89
Electrical Toys, \$1.44 to \$2.39
Iron Toys, 49c to \$4.24
Toy Stoves, 49c to \$5.19
Printing Presses, 98c to \$6.94
Humpty-Dumpty Circuses, 44c to \$13.89
Toy Swords, 24c to 98c
Woolly Sheep, 49c to \$9.24
Skin-covered Dogs, 69c to \$8.94
Roly-Poly, 24c to 98c
Rubber Balls, 10c to \$1.19
Typewriters, 98c to \$4.96
Sewing Machines, \$1.49 to \$3.89
Tops, 9c to \$2.97
Ten Pins, 24c to \$1.24
Carpet Sweepers, 12c to 96c
Horns, 12c to \$1.39

TOYS

Dolls' Willow Go-Carts, 98c to \$5.94
Dolls' Perambulators, \$2.89 to \$15.24
Wooden Swinging Horses, \$3.24 to \$11.79
Rocking Horses, \$4.96 to \$36.74
Express Wagons, 98c to \$7.69
Velocipedes, 98c to \$15.89
Child's Automobiles, \$3.74 to \$224.00
Child's Desks, 98c to \$5.49
Child's Tables, 49c to \$5.19
Child's Chairs, 98c to \$3.69
Black Boards, 98c to \$2.69
Flexible Flyer Sleds, \$1.98 to \$9.74
Boys' Sleds, 89c to \$2.19
Girls' Sleds, 89c to \$2.36
Push Sleighs, \$3.96 to \$8.49
Wheel Barrows, 49c to 69c

TOYS

China Dishes, 24c to \$24.49
Enamelled Dishes, 24c to \$4.24
Doll Houses, 49c to \$23.74
Doll House Furniture, 49c to \$6.94
Stables, 49c to \$19.74
Pianos, 44c to \$12.74
Tool Chests, 29c to \$5.24
Drums, 24c to \$2.69
Lead Soldiers, 49c to \$15.74
Horses and Wagons, 24c to \$14.74
Noah's Arks, 11c to \$2.64
Farm Sets, 24c to \$5.24
Push Animals, 98c to \$14.74
Mechanical Boats, 49c to \$44.74
Fancy Mechanical Toys, 49c to \$125.44
Rubber Toys, 24c to \$1.39
Race Courses, 98c to \$7.24
Theatres, \$1.49 to \$8.49
Punch and Judy, 98c to \$8.49
Soldier Suits, 98c to \$3.49

GAMES

Parchesi, 56c
Halma, 71c
Lotto, 18c to 56c
King's Quits, 71c
Jolly Darkey Target, 18c to 71c
Pretty Villages, 18c to 71c
Chess Boards, 14c to 59c
A.B.C. Blocks, 19c to 98c
Picture Blocks, 24c to \$2.24
Stone Blocks, 41c to \$6.49
Card Games, 14c to 49c
Nestled Blocks, 19c to \$1.49
Drawing Slates, 10c to 98c
Paint Boxes, 10c to \$7.49
Kindergarten Games, 18c to \$11.24
Ten Pins (fancy), 36c to \$2.24
Picture Puzzles, 74c to \$2.49

Winter Coats and Dresses for Misses and Children

Junior Dept., 21 Floor, 35th Street.

\$16.50 Coats at \$12.74—Of fine novelty mixtures, stripes and checks or blue cheviot; made in double-breasted style with notched collar and tailored sleeve; entire garment lined with shepherd check; 8 to 16 years.

\$12.50 Coats at \$9.74—Of blue cheviot, finished with eight fine gilt buttons and notched velvet collar and cuffs; high-necked, double-breasted and lined throughout with flannel; 6 to 16 years.

\$11.50 Coats at \$8.94—Of chinchilla, in high-necked, double-breasted style, finished with notched velvet collar and button-trimmed sleeves; garment lined throughout with fine quality flannel; in blue or gray; 6 to 14 years.

Coats at \$4.96—In a variety of new materials, well tailored and trimmed; yoke lined; in red, blue or brown; 4 to 14 years.

Coats at \$6.94—Of fine quality broadcloth, in red, blue, gray or brown; made in high-necked, double-breasted style, with turnover collar and wrist-band trimmed with stitched strappings of self-material and braid; lined throughout with fine quality satin and interfaced; 4 to 8 years.

Dresses at \$4.96—Of serge, red or blue, made high necked and box-pleated; trimmed with plaid silk and buttons, and finished with stitched belt; body of dress lined; 4 to 12 years.

Sailor Suits at \$4.96—Of blue serge, in two pieces, with large sailor and standing collar and cuffs trimmed with several rows of fancy braid; silk tie; full pleated skirt, with deep hem; 4 to 14 years.

Dresses at \$6.94—Of serge, blue or red, in box-pleated Russian style, with yoke; large sailor collar and wrist-band trimmed with silk braid; lined with separate white serge shield and embroidered chevron on shield and sleeve; separate leather belt; deep hem on skirt; 4 to 10 years.

Dainty Party Frocks for the Young Folk

Misses' Dept., 21 Floor, 35th Street.

Of Net, in Dutch neck effect, neatly trimmed with clusters of Val. lace and insertions, velvet ribbon and pearl passerette; full skirt finished with several lace ruffles; made over white or colored slips; 6 to 14 years sizes. **\$12.74**

Of Rep. fine quality, in Dutch neck, waist model, the blouse made with separate shield and trimmed with side pleats and embroidery; sleeve prettily trimmed and stitched shaped belt; full pleated skirt with deep hem; in white, blue or pink; 6 to 14 years. **\$4.96**

Of Lawn, of sheer quality, in Dutch neck, waist effect, daintily finished with fine tucks, Val. and embroidery insertion; trimmed kimono-effect sleeve; full skirt with tucked flounce, finished with deep hem, embroidery and Val. insertion; 6 to 14 years. **\$5.49**

A complete assortment of Misses' White Dresses in prices ranging up to \$20.00. The higher the price the greater the saving.

Misses' Coats and Suits

21 Floor, 35th Street.

Handsome Tailored Suits, in a variety of mixtures, neatly trimmed and the jacket lined with satin; single-breasted jacket and new model skirt; 14 to 16 years. **\$16.74**

Caracal Cloth Coats, handsomely lined throughout with satin; single-breasted, with rolling shawl collar and turn-over cuffs; 14, 16 and 18 years; regularly \$39.74, special. **\$32.74**

Caracal Cloth Coats, in high-necked, double-breasted style, with turn-over, button-trimmed collar and cuffs, and new shaped, button-trimmed pockets; garment lined with heavy satin; 6 to 14 years; value \$23.50, special. **\$18.74**

Sale of Boys' Fine Clothing

24 Floor, rear.

At \$4.96—Russian Overcoats, made of all-wool chevrons in tan, gray or blue frieze, lined with all-wool flannel; sizes 2½ to 10 years.

Other Overcoats in regular stocks from \$2.97 to \$11.74. The higher the price the greater the saving.

At \$5.94—Jack Tar Reefers, made of all-wool chinchilla, in navy or gray; 2½ to 8-year sizes.

At \$5.94—Overcoats suitable for schoolboys, sizes 10 to 17 years; made of heavy frieze in Oxford black and fancy overcoat; all new models—fly front or buttoning through.

Other Overcoats in regular stocks from \$3.96 to \$13.74. The higher the price the greater the saving.

At \$4.89—Boys' Suits, with extra pair of knickerbocker trousers; made of all-wool cassimeres. New fall styles of olive, brown and gray; long Derby coat, with fancy pockets and cuffs; sizes 8 to 17 years.

SCHOOL CHILDREN'S SHOPPING DAYS--TO-MORROW AND SATURDAY



Got it!
Anything any man or boy wears.
But not to-day—closed all day.

ROGERS, PEET & COMPANY.

Three Broadway Stores.

258 at 13th st. 1302 at 34th st.

Warren st. 13th st. 34th st.

AMUSEMENTS.

EMPIRE B'way, 40th St. Evs. 8:30. Mats. To-day & Sat. 2:30.

HUDSON W. 44th St. B'way. Evs. 8:30. Mats. To-day & Sat. 2:30.

CRITERION W. 44th St. Evs. 8:30. Mats. To-day & Sat. 2:30.

LYCEUM W. 44th St. B'way. Evs. 8:15. Mats. To-day & Sat. 2:15.

GARRICK 35 St. B'way. Evs. 8:30. Mats. To-day & Sat. 2:30.

KNICKERBOCKER B'way, 28 St. Evs. 8:30. Mats. To-day & Sat. 2:30.

THE BELASCO STUYVESANT W. 44th St. B'way. Evs. 8:30. Mats. To-day & Sat. 2:30.

DAVID BELASCO W. 44th St. B'way. Evs. 8:30. Mats. To-day & Sat. 2:30.

BLANCHE BATES W. 44th St. B'way. Evs. 8:30. Mats. To-day & Sat. 2:30.

"THE FIGHTING HOPE" W. 44th St. B'way. Evs. 8:30. Mats. To-day & Sat. 2:30.

HACKETT W. 44th St. B'way. Evs. 8:30. Mats. To-day & Sat. 2:30.

Mrs. FISKE W. 44th St. B'way. Evs. 8:30. Mats. To-day & Sat. 2:30.

Salvation Nell W. 44th St. B'way. Evs. 8:30. Mats. To-day & Sat. 2:30.

DEVIL W. 44th St. B'way. Evs. 8:30. Mats. To-day & Sat. 2:30.

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